In the Claims

Below is a list of current claims with status identifiers.

1. - 21. (Cancelled)

22. (Currently Amended): A method for allowing <u>an advertiser to conduct commerce</u> <u>over a global communication network by controlling</u> any of a plurality of first locations on <u>the</u> ~~a~~ global communication network to access a specific and determinable second location on the global communication network <u>associated with the advertiser</u>, comprising the steps of:

    defining a unique audio signature for the specific and determinable second location on the global communication network, which unique audio signature is permanently associated with the specific and determinable second location <u>and with the advertiser</u>;

    storing a unique audio designation corresponding to the unique audio signature in a database <u>on the global communications network and accessible from any of the plurality of first</u>

10   <u>locations</u>; and

    associating with the unique audio designation in the database routing information over the global communication network to the specific and determinable second location <u>associated with the advertiser</u> from any of the plurality of the first locations on the global communication network.

23. (Previously Added): The method of Claim 22, wherein the database is disposed at an intermediate node on the global communication network remote from the first location or the specific and determinable second location.

24. (Previously Added): The method of Claim 22, wherein the unique audio signature has embedded therein encoded information and wherein the step of storing the unique audio designation in a database comprises storing the decoded version of the encoded information

therein and the step of associating is operable to associate the decoded version of the unique

5   encoded audio with routing information.

25. (Previously Added): The method of Claim 24, wherein, in response to receiving a request from one of the plurality of first locations at the database, which request has associated therewith the decoded version of one of the unique audio designations stored in the database, returning the associated routing information back to the requesting one of the first locations.

26. (Previously Added): The method of Claim 25, wherein the database is stored at an intermediate node on the global communication network remote from the first location and the specific and determinable second location.

27. (Previously Added): The method of Claim 26, wherein the step of defining a unique audio signature comprises defining a unique audio signature that comprises an audio signal within the hearing range of a human.

28. (Previously Added): The method of Claim 27, wherein the unique audio designation is compatible with the audio portion of a television broadcast.

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29. (Currently Amended): A method for <u>an advertiser to conduct</u> ~~conducting~~ commerce between any of a plurality of first locations on a global communication network and a specific and determinable second location on the global communication network <u>associated with the advertiser</u> for allowing information to be transferred there between, comprising the steps of:

     defining a unique audio signature for the specific and determinable second location on the global communication network, which unique audio signature is permanently associated with the specific and determinable second location <u>and with the advertiser</u>;

     storing a unique audio designation corresponding to the unique audio signature in a database <u>on the global communications network and accessible from any of the plurality of first locations</u>;

     associating with the unique audio designation in the database routing information over the global communication network to the specific and determinable second location from any of the plurality of the first locations on the global communication network;

     <u>the advertiser</u> causing the unique audio signature to be reproduced at one or more of the plurality of first locations; and

     transferring information between the one or more of the first locations and the specific and determinable second location in response to the step of <u>the advertiser</u> causing <u>the unique audio signature to be reproduced at one or more of the plurality of first locations,</u> and in accordance with the routing information stored in the database and associated with the reproduced unique audio signature.

30. (Previously Added): The method of Claim 29, wherein the database is disposed at an intermediate node on the global communication network remote from the first location or the specific and determinable second location.

31. (Previously Added): The method of Claim 29, wherein the unique audio signature has embedded therein encoded information and wherein the step of storing the unique audio designation in a database comprises storing the decoded version of the encoded information

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therein and the step of associating is operable to associate the decoded version of the unique
encoded audio with routing information.

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32. (Previously Added): The method of Claim 31, wherein, in response to receiving a request from one of the plurality of first locations at the database, which request has associated therewith the decoded version of one of the unique audio designations stored in the database, returning the associated routing information back to the requesting one of the first locations.

33. (Previously Added): The method of Claim 32, wherein the database is stored at an intermediate node on the global communication network remote from the first location and the specific and determinable second location.

34. (Previously Added): The method of Claim 33, wherein the step of defining a unique audio signature comprises defining a unique audio signature that comprises an audio signal within the hearing range of a human.

35. (Previously Added): The method of Claim 34, wherein the unique audio designation is compatible with the audio portion of a television broadcast.